2014
Commercialisation
and Entrepreneurship
Masters and Postgraduate Certificate

Core knowledge and skills needed to commercialise and take to market new products, services and processes based on research discoveries, inventions and new ideas.
Turning innovation and discovery into dollars

The Postgraduate Certificate and the Masters of Commercialisation and Entrepreneurship will provide you with the core knowledge and skills needed to commercialise and take to market new products, services and processes based on research discoveries, inventions, innovations and new ideas.

You will develop an understanding of business concepts and how business decisions are made. This will include learning how to test and validate customer need and market demand, protect intellectual property, obtain funding, sell research related innovations into national and global markets, and develop successful entrepreneurial ventures.

Industry integration and support

The programme has strong industry support and uses case studies, guest speakers and other interactive and innovative teaching methods. Beginning with an orientation programme and continuing with lectures, backbone sessions, engagement with Spark and the Entrepreneurs Club, students can hear and learn from iconic New Zealand entrepreneurs, local and international experts, government and investors. A list of some of the speakers can be found on our website.

Students who continue on to the masters programme bring together all of their learning in a project that investigates the commercialisation of research or innovation from a university, Crown research institute, or a private sector organisation. Previous students have worked on innovations ranging from inductive power transfer to animate computer technology to nano coating.

Who is the programme designed for?

Designed and structured for working professionals, researchers and PhD students in R&D intensive industries and those who wish to work in this area.

Students come from:

- Crown research institutes
- Technology transfer offices
- Universities
- Large corporates
- Hi-tech companies
- Small and medium enterprises
- Professional service firms
- Incubators
- Economic development agencies
- Government departments

Their roles include:

- Business developers
- Project managers
- Legal and patent executives
- Software developers
- Research and development managers
- Policy analysts
- Postgraduate students
- Scientists, researchers and technologists

The industries they work in include:

- Computer science
- Engineering
- Animation
- Design
- Optoelectronics
- Biotechnology
- Health science
- Business
- Marketing
- Law

Meet some of our students and alumni at www.cfel.auckland.ac.nz
Meet our students

Bridging the knowledge gaps
“The programme provides essential knowledge for all industries and fills the knowledge gaps that executives sometimes have. I’ve been very impressed with the selection of lecturers and guest speakers who all have good practical experience. I enjoyed how learning modules are designed with a multidisciplinary approach to technology commercialisation, complete with innovative assessment methods and opportunities to engage in project work.”
Jack Shan – Patent Executive, AJ Park

Giving scientists a clear understanding of business
“Now I can clearly see how things work together inside my company, something I wasn’t able to do before. I can now talk to and understand our finance team, IP team and the commercialisation approach taken, which is a great asset as this allows me to have a clear and global understanding of our company.”
Simon Segovia – Scientist, LanzaTech

Communicating with confidence across disciplines
“The programme made me look at things in a completely new framework, far removed from my studies to become an engineer. The marketing and accounting portions of the programme were interesting, and gave me the confidence to communicate with a sound knowledge of these industries at business ‘ground level’. The lecturers are excellent – they had loads of experience and were happy to share their knowledge, and their case studies were relevant and interesting.”
Felix Scheibmair – Entrepreneur and PhD candidate in Structural Research Engineering, Faculty of Engineering, The University of Auckland

Tools to make career progress
“The programme provides a toolkit of skills and knowledge to go forward with your career... in fact, I didn’t realise my day job was a marketer until I took the programme! The content of the course was very good, particularly the legal portion, which was very salient to what I required. Those studying with me were a mix of interesting people, and I would recommend the programme to anyone wanting to progress their career.”
Brett Telfer – Sector Manager, Callaghan Innovation

Benefits across the business
“The programme enabled me to develop a clear vision for my company’s commercialisation of new, innovative products. I’m sharing my knowledge every day, and all parts of the business have benefitted. The IP and Commercial Law parts of the programme really enhanced my understanding in trademark and patent law and now I can apply this knowledge to manage my company’s ever-growing IP portfolio.”
Anna Milne – Creative Director, Junior Learning Inc

The importance of intellectual property to boost revenue
“It’s an eye-opener to learn how science and technology can be commercialised and provide a successful revenue stream. I wish I took this course earlier when I worked for a pharmaceutical company that was active in innovation and measured the ROI but failed to look at the wider scope. It really has changed my thinking. I’ve realised the importance of IP protection and the value of IP to the company which was previously overlooked.”
Leanne Ho – Commercial Manager, Alto Packaging Limited

Building networks for success
“I can recommend this course to anyone who wants to maximise the success of their career in research commercialisation. Financial statements that were previously puzzling are now easy to decipher, and I’ve learnt to put more emphasis on customer value and adjust my communication strategy accordingly. Also, the opportunities to network with professionals from different fields were enormously valuable for my career.”
Ning Zuo – Research Technician, Faculty of Medical and Health Sciences, The University of Auckland
Meet some of our teaching team and guest lecturers

**Professor Kenneth Husted**
Kenneth joined the Business School in 2005 from Copenhagen Business School. His primary research interests are in the fields of management of R&D, innovation and research management, corporate entrepreneurship and knowledge management. He is also an entrepreneur, having established businesses in Denmark and New Zealand, and has extensive consulting experience in the innovation and research management fields.

**Dr Brian Karlson**
Before joining the Centre for Innovation and Entrepreneurship, Brian was affiliated with the Department of Management and International Business at The University of Auckland Business School as a PhD Graduate and teaching assistant. He has taught several courses within entrepreneurship, innovation, research commercialisation and strategy at both undergraduate and postgraduate level. Brian is also an active entrepreneur and is the co-founder of Transfearcar in Australia and New Zealand.

**Adjunct Professor Dr Peter Lee**
Peter has recently retired as CEO of UniServices, the contract research and technology development company for The University of Auckland. Peter continues to support The University of Auckland and UniServices as a professor and investment adviser, respectively.

Before UniServices, Peter was the Vice President of Research and Development for International Paper Company based in New York, where he was responsible for worldwide product and development. He splits his time between New Zealand and the US, where he is teaching and supporting commercialisation at the University of Vermont. Peter serves as New Zealand’s Chief Defence Technologist.

**Adjunct Professor Daniel Vidal**
Daniel is a general management consultant with strong hands-on systems and business strategy development experience gained in top international companies, including Principal Consultant at Deloitte Touche Tohmatsu. He has been actively involved as founder or shareholder of ten entrepreneurial ventures in the fields of technology and telecommunications. Daniel has taught at the Business School since 1995 and currently teaches on the MBA course. He has also had extensive experience teaching in the entrepreneurship space.

**Evelyn Body — Intellectual Property Advisor, Technology Development, Auckland UniServices**
Evelyn is a registered patent attorney and barrister and solicitor in New Zealand. She has experience in the commercialisation of new technology from a range of perspectives – as corporate lawyer in a CRI advising on transactions and commercialisation, IP Manager and General Counsel in a technology start-up and as external advisor (both as a lawyer and patent attorney). In doing so, Evelyn has worked along the length of the value chain – with the researchers to capture and protect IP, with the Executive and Board to develop an IP strategy and finally with the commercialisation team to license out intellectual property rights. Evelyn has a BSc(Hons) in Plant Biotechnology, an LLB from the University of Otago and MBA from The University of Auckland.

**Dr Kjesten Wiig — National Manager Commercialisation for Ministry of Business, Innovation and Employment**
Dr. Kjesten Wiig, a scientist by training and has over 15 years of experience in the drug development industry in the USA. Kjesten began her career by working for Sention Inc, a company formed on the basis of her post-doctoral work at Brown University. Kjesten directed the preclinical neuropharmacology programme and was integrally involved in intellectual property processes, obtaining angel and venture capital financial support, new drug applications to the FDA and the advancement of compounds into clinical trials. Kjesten then went on to work at Galenea, a spin-out company from MIT as the Director of the neuropharmacology/pre-clinical research team. Kjesten now brings her experience in creating value out of science to the Ministry of Business, Innovation and Employment where she serves as the National Manager of Commercialisation.

**Bridget Liddell — Managing Director, 212 Equity Management, LLC**
Bridget Liddell is currently General Partner at 212 Equity Management, Director at BRAC USA, BioVittoria Ltd and Kea New Zealand, and a member at Golden Seeds. Previously, Bridget was a Managing Principal of New York based company Fahrenheit Ventures, responsible for the commercialisation of new concepts and for building brands within the US market. Bridget’s career in business has been very successful: she has been a Director at Industry New Zealand, Sky City Limited, UniServices Ltd. and Fisher & Paykel Appliances Holdings Ltd. She has held senior management positions at Carter Holt Harvey Limited and was previously a Director of CS First Boston NZ Ltd. Bridget is also a former Director and Trustee of Competitive Auckland Ltd, and is a member of the Guardians of the New Zealand Superannuation Fund. She became a trustee of the US Foundation, the Friends of The University of Auckland, in 2004.
How is the programme structured and delivered?

Specifically designed and structured for working professionals and PhD students and taught on a part-time basis, this programme can be successfully completed while working, or undertaking a full-time role or programme of study.

Each course will generally be delivered fortnightly during each quarter and will be held on Fridays (3-7pm) and Saturdays (9am-12noon) and will involve in-class seminars, case discussions and reading as well as individual and team assignments.

Programme structure

Postgraduate Certificate
- 60 points from: COMENT 708 A and B, 703 and 704.

Masters (120 points)
- 60 points from: COMENT 708 A and B, 703 and 704 and
- 60 points from: COMENT 705 (45 points) and approved courses at Level 700 at The University of Auckland (15 points).

Business Analysis for Commercialisation and Entrepreneurship (COMENT 708 A&B, Q1 & Q2, Yr1 - 30 pts)
Develops a cross-disciplinary set of competencies for research commercialisation, entrepreneurship and technology ventures by drawing upon core concepts, models and knowledge from the disciplines of Accounting/Finance, Marketing, IP and Commercial Law. Emphasis will also be placed on linkages between the disciplinary concepts and methods and how they are applied in specific situations.

Commercialisation of Science and Technology (COMENT 703, Q3, Yr1 - 15 pts)
Addresses the research-business interface, commercialisation pathways and processes and how IP based projects are evaluated and assessed as they advance through stages of development. Examines the product development process and different technology transfer models including licensing, partnering, spin-outs and start-ups. Introduces related issues of market and competitor research, IP valuation, risk management, and the financing of different stages in the commercialisation process.

Entrepreneurship for Science and Technology Ventures (COMENT 704, Q4, Yr1 -15 pts)
Studies how entrepreneurs think and act in organising, motivating and leading high performance teams, and introducing and selling innovative science and technology based products and services into national and international markets. Examines how entrepreneurs create and capture revenues and profits by recognising, assessing, and marketing opportunities for new products or services based on science and technology; developing new strategies and business models; validating markets; and selling into industrial enterprises and markets.

Project in Commercialisation (COMENT 705, Q1 & Q2, Yr2 - 45 pts)
A supervised project requiring the application of knowledge and skills for the commercialisation of a creative application of science and technology. The commercialisation project will involve the identification and analysis of complex, open-ended problems and issues associated with commercialisation. A written commercialisation report will present findings and a plan for commercialisation. Projects will be sourced from universities, CRIs and science and technology based enterprises.
The Centre for Entrepreneurial Learning
CfEL nurtures business-savvy scientists, engineers, technologists and creative professionals by developing an entrepreneurial and innovation curriculum in the Business School that is built on experiential learning and draws on the expertise and insights of the faculty and the business community.

The CfEL was established in 2010 to foster and develop entrepreneurial activities and interests at The University of Auckland Business School.

Key initiatives include:

• Educating students by creating new curricula in entrepreneurship, innovation and commercialisation. CfEL manages and facilitates the PG Cert / Master of Commercialisation and Entrepreneurship.
• Developing a portfolio of project-linked internships and experiential programmes.
• Inspiring and motivating students with presentations by outstanding business leaders.
• Providing network opportunities for staff and students through workshops, seminars and open forums with industry.
• Operating The University of Auckland Entrepreneurship Challenge and the student-led Spark initiative.
• Evolving the Entrepreneurial Ecosystem within and beyond The University of Auckland Business School.

www.cfel.auckland.ac.nz

The Spark system has fostered entrepreneurs who between them have created 100+ start-up ventures, which have collectively raised $140 million in investment, employ 250+ people and sell their products and services into 30 countries. Some notable alumni companies include PowerbyProxi, Inro Technologies and Telemetry Research, as well as Fishpond, Ecoportal, BigLittleBang, Transfercar, and Savy.

Launched in 2003 as a partnership between the Business School, other University faculties and its students, Spark is a highly successful entrepreneurial development programme and business planning competition that students are empowered to run.

www.spark.auckland.ac.nz

Disclaimer
Although every reasonable effort is made to ensure accuracy, the information in this document is provided as a general guide only for students and is subject to alteration. All students enrolling at The University of Auckland must consult its official document, the current Calendar of The University of Auckland, to ensure that they are aware of and comply with all regulations, requirements and policies.

Contact the Centre for Entrepreneurial Learning
For more information or to make an appointment please contact Maria Aquino at the Centre for Entrepreneurial Learning.

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